

COURSE GUIDE

2023/24

Faculty 323 - Faculty of Social and Communication Sciences

Cycle .

Degree GPOLIT31 - Bachelor's Degree in Political Science & Public-Sector Management

Year Second year

COURSE

25044 - Theories of the Communication

Credits, ECTS: 6

COURSE DESCRIPTION

This course introduces students to the Communication problems and questions as a Social Science object, to amplify their critical thinking about Media, Society and Culture. The approach is theoretical but with a primary learning objective to put the theoretical notions into practise.

For students of Sociology and Political Science, this is the only specific subject in the field of communication. For the students of Audiovisual Communication, however, it is related to other theoretical subjects throughout the degree, especially Structure of the Communication System and Current Trends in Communication.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

LEARNING COMPETENCES

-General competences

G002 - Prepare and present a report of sociological research.

G003 - Identify and define the basic components of the most relevant social problems.

G004 - Designing, managing and evaluating public policy and social intervention projects, as well as their results.

G005 - Identify and analyze the basic processes and needs that occur in public and private organizational structures.

G006 - Develop management strategies in public and private organizations.

G007 - Designing and evaluating educational and training policies and programs in public and private institutions with special interest in promoting a culture of peace and democratic values.

G008 - Synthetically analyze information regarding social problems and needs, with special attention to gender, class and ethnicity inequalities.

G009 - Develop a critical attitude on data and social practices.

G010 - Use intellectual and ethical rigor in arguments and sociological analyses in order to prepare for the future career.

-Cross-cutting competences

CT1 - Autonomy and self-regulation.

CT5 - Information management and digital citizenship

CT7 - Critical thinking

-Specific competences

C2CC04 - To analyze and interpret the structural processes that define contemporary society.

C2CC05 - Explain and define the different theoretical explanatory models of public opinion and the information society

LEARNING OUTCOMES

1. Differentiate public opinion from the published opinion.

2. Relate the concept of the information society with the cultural features of current societies.

3. Define the features of the market in contemporary societies as compared to the previous societies.

4. Identify the role of communication in our societies

CONTENIDOS TEÓRICO-PRÁCTICOS

1 Theoretical thoughts about communication

General reflection on the social and cultural impact of communication, especially since the creation of mass media. Review of the three analytical models.

2 Information and society

Connection between mass communication and democracy. Review of the contribution of Frankfurt School and the Chicago School.

3 Communication and Culture

From the theory of effects to the theory of use. Cultural Studies and contributions of ethnographic studies.

4 Public Opinion

Review of different theories about public opinion (spiral of silence, cultivation theory, gatekeeping, agenda setting...)

TEACHING METHODS

This is a 6 credits' course, which means an estimate workload of 150 hours: 60 of them are face-to-face sessions with the teacher, and the other 90 are for autonomous work. This workload is organised as follows:

Classroom activities (60 hours):

- Lectures
- Group work: small groups working about readings, problem solving, etc.
- Plenary: discussion within the main group

Autonomous work (90 hours)

- Reading and working with other sources: articles, material for exercises, etc.
- Organising collected information, making exercises, etc.
- Other activities

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	53		7						
Horas de Actividad No Presencial del Alumno/a	79,5		10,5						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
 GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
 TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 30%
- Oral defence 10%
- Exercises, cases or problem sets 60%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The student will be marked through continuous evaluation, and final grading will be based on that. To that end they will have to complete the practical exercises and presentations during the course. 70 % of the final mark will be based on exercises and case studies and its oral defence, and by the end of the semester the student will also have to pass a written exam (30%).

If the student, according to the regulations of the UPV/EHU, chooses not to be marked by continuous evaluation, she or he will be able to complete a final assessment. This assessment will have two parts. The first one based on questions to be explained, and it will account for the 60 % of the assessment; the rest will be based on exercises and presentations during the course (40 %) and presented at the same time of the first part.

If the student chooses to be evaluated through the last option, she or he will have to let it know to the teacher one month in advance from the date for the final assessment.

*This assessment system will be applied both face-to-face and/or non-face-to-face, in the event that the situation demanded.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

In the case of extraordinary calls, final assessment will be used for evaluation.

MANDATORY MATERIALS

All the materials will be available on eGela.

BIBLIOGRAFÍA

Basic bibliography

Hartley, J (2002). Communication, cultural and media studies: the key concepts. London: Routledge.

West, R., Turner, L. H. (2010) Introducing communication theory. Analysis and application. 4th edn. New York: McGraw-Hill, 11-15.

Detailed bibliography

Adorno, T. W., Horkheimer, M. (1997) Dialectic of enlightenment. New edn. London: Verso Books.

Gill, R. (2007). 'Postfeminist Media Culture. Elements of a sensibility'; European Journal of Cultural Studies, 10.2: 147-166.

Hall, S. (1980) 'Encoding/decoding'. in Culture, media, language: Working papers in cultural studies, 1972-79. New York: Routledge.

Hayles, K. (2012) How we think. Digital media and contemporary technogenesis. Chicago: Chicago University Press.

Katz, E., & Lazarsfeld, P. (1955) The part played by the people in the flow of mass communication. New York: The Free Press.

Katz, E., Blumler, J., Gurevitch, M. (1973) 'Uses and gratifications research'. The Public Opinion Quarterly, 37, 509-523.

Lasswell, H. D. (1948) 'The structure and function of communication in society'. in The communication of ideas. ed. by Bryson, L. New York: Harper.

Lazarsfeld, P., Merton, R. K. (1948) 'Mass communication, popular taste and organized social action' in The communication of ideas. ed. by Bryson, L. New York: Harper.

Lazarsfeld, P.F., Berelson, B., Gaudet, H. (1968) The people's choice: How the voter makes up his mind in a presidential campaign. 3rd ed. New York: Columbia University Press.

McLuhan, M. (1992) The global village: Transformations in world life and media in the 21st century. New York: Oxford University Press USA.

McRobbie, A. (2004) "Postfeminism and popular culture" Feminist Media Studies Vol. 4, No. 3 : 255-264.

Morley, D. (1999) 'Understanding the uses of television, television in the family'. in Family television cultural power and domestic leisure. London: Routledge.

Noelle-Neumann, E. (1974) 'The spiral of silence: A theory of public opinion'; Journal of Communication, 24, 43-51

Journals

<http://www.ehu.es/zer>

<http://www.felafacs.org/rederevistas/>

http://www.portalcomunicacion.com/esp/d_doc_rev.asp

<http://web.usal.es/-abadillo/recursosdeinvestigacion.htm>

Web sites of interest

<http://www.ehu.es/zer>

<http://www.felafacs.org/rederevistas/>

http://www.portalcomunicacion.com/esp/d_doc_rev.asp

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OBSERVATIONS